What is claimed is:

1. A vector comprising:
   a) Protein Translation Peptide Elongation Factor-1 α promoter; and
   b) nucleic acids encoding reverse tetracycline controlled transactivator, wherein the expression of said transactivator is under the control of Protein Translation Peptide Elongation Factor-1 α promoter.

2. The vector of claim 1 , wherein the vector is a plasmid.

3. The vector of claim 1, wherein the vector is as set forth in figure 1.

4. A cell comprising the vector of claim 1.

5. The cell of claim 4, wherein the cell is from a cell line.

6. The cell of claim 5, wherein the cell line is HeLa (human cervix), HO-1 (human melanoma), MCF-7(human breast), PC3 (human prostate) or DU-145 (human prostate).

7. The cell of claim 4, which consistently expresses tetracycline repressor.

8. A cell comprised of Protein Translation Peptide Elongation Factor-1 α promoter and nucleic acids encoding reverse tetracycline controlled transactivator, wherein the expression of said transactivator is under the control of Protein Translation Peptide Elongation Factor-1 α promoter.

9. An animal comprising the vector of claim 1.

10. The animal of claim 9, wherein the animal is a mouse.

11. A method of generating a reverse tetracycline controlled transactivator expression system for inducible tetracycline regulated gene expression comprising:

a) isolation of a DNA fragment encoding the reverse tetracycline controlled transactivator by restriction enzyme digestion.

b) generation of Protein Translation Peptide Elongation Factor-1 α promoter vector, by restriction enzyme digestion;

c) directional cloning of reverse tetracycline controlled transactivator into Protein Translation Peptide Elongation Factor-1 α promoter vector by ligation of 5' EcoRI compatible restriction enzyme overhangs;

d) directional cloning of reverse tetracycline controlled transactivator into Protein Translation Peptide Elongation Factor-1 α promoter vector by Klenow fragment meiadte blunt end generation of 3' Bam HI end of DNA fragment encoding the reverse tetracycline controlled transactivator and 3' XbaI end of Protein Translation Peptide Elongation Factor-1 α promoter vector; and

e) blunt cloning of partially ligated fragment to produce Protein Translation Peptide Elongation Factor-1 α promoter vector expressing reverse tetracycline controlled transactivator.

12. The method of claim 11, wherein the fragment of 11(a) is an *Eco* RI-*BAM* HI fragment.

13. The method of claim 11, wherein the mammmalian expression vector of 11(b) is pCDEF3.

14. The method of claim 11, wherein the cloning of 11(a) is at the 5' *Eco* RI and 3' *BAM* HI sites.

15. The method of claim 11, wherein the ligation of 11(c) is at the 5' *Eco* RI site of pCDEF3.

16. The method of claim 11, wherein the ligation of 11(d) is at the 3' XbaI site of pCDEF3.

17. A vector generated by the method of claim 11.

18. A method for screening pharmacological products using the vector of claim 1.

19. A method for monitering inducible gene expression in a tissue specific or generalized manner using the vector of claim 1.